***Extra Innings Project #1 ~ NFL Challenge***

You have been hired by the NFL to develop a marketing campaign to increase the interest of males ages 12-16. There has been a decline in interest from this group! The NFL wants to capture this market to assure attendance at games in the future. You have been asked to choose NFL Players who will be good **spokespersons** to promote the NFL to young males. You must decide upon a **major national retailer** to distribute the NFL sports gear to young males. They have also asked you to **plan activities** for males 12-16 to get them more involved with the NFL. The NFL plans to hold sports camps in **major cities** throughout the United States, and some professional football players will make guests appearances at the camps.

**Challenges: *(Answer this questions directly on this sheet and Save your work)***

1. Which NFL players will you use for your spokespersons? Why are they the best choice(s) to reach out to males 12-18 years old? Support your answers thoroughly.

~ **Answer the question here…**

1. Create a **brochure** that advertises a summer NFL sports camp. (*Try using Microsoft Publisher)*
   * First, choose a major city as your host for the camp.
   * Your target audience is male 12-16 years of age.
   * Make sure to include pictures and detailed text (such as location, date, times, pricing, activities, special guests, sponsors, contests, prizes, etc.).
   * The brochure should be organized and easy to understand. (See Samples)
   * Consider including a registration form for interested participates. Search the Internet for examples.  *Open up Microsoft Publisher –> Choose Brochure –> Pick an Informational Brochure that you like and click create. Just like in Word, you can change text, placement, pictures, colors, etc.*
2. Each participant at the sports camp will receive a **sports bag** with NFL merchandise. What merchandise will you include in this sports bag? Who are the sponsors of this merchandise? Why are they good sponsors? Support your answers thoroughly.   
   ***(Reminder: Did you include this information in your brochure…)***

~ **Answer the question here…**

1. The NFL has given you 500 tickets for the next NFL season. Outline the guidelines for the distribution of these 500 tickets. Remember you are trying to encourage males 12-18 to get more involve with the NFL. (Questions to consider ~ next page)
   * How should the tickets be distributed?
   * Where should they be distributed?
   * Are there any restrictions?
   * Are there different guidelines for each game?
   * Be specific about who receives the tickets and why.

~ **Answer the question here…**

1. Design a **full page advertisement** and contest that will encourage males ages 12-18 to get more involved with the NFL. What will be the contest prize? Are there any restrictions? Be sure to include details and disclaimers. *(Flyer – Try using Microsoft Publisher)*

**Completed Project:**

* + Word document with a typed response to challenges listed above
  + Brochure for NFL Sports Camp
  + Full page advertisement for Camp & Contest

**NFL CAMP / DANCE CAMP CHALLENGE RUBRIC**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***Supported Answers*** |  |  |  |  |  |  |
| Q1 – Good Spokesperson, Why? | 5 | 4 | 3 | 2 | 1 | 0 |
| Q3 – Tote/Sports Bag, Merchandise, Sponsors, Why? | 5 | 4 | 3 | 2 | 1 | 0 |
| Q4 –Ticket Distribution, Who, How, Where, Restrictions? | 5 | 4 | 3 | 2 | 1 | 0 |
| ***Brochure*** |  |  |  |  |  |  |
| Targeted Males 12-16 & Used Creativity in Design (Colors, Words) | 5 | 4 | 3 | 2 | 1 | 0 |
| Included Necessary Camp Details (Who, What, Where, When,  Cost, Players, Bios, Schedule, Sponsors, Registration Info, Etc.) | 5 | 4 | 3 | 2 | 1 | 0 |
| Included Appropriate Pictures & Used Good Placement | 5 | 4 | 3 | 2 | 1 | 0 |
| Organized & Easy to Understand | 5 | 4 | 3 | 2 | 1 | 0 |
| ***Flyer- Advertisement & Contest*** |  |  |  |  |  |  |
| Camp Advertisement & Contest Announcement Flyer | 5 | 4 | 3 | 2 | 1 | 0 |
| Contest Details, Disclaimers, Restrictions Explained | 5 | 4 | 3 | 2 | 1 | 0 |
| Organized & Easy to Understand | 5 | 4 | 3 | 2 | 1 | 0 |

Notes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total **\_\_\_\_\_\_\_\_** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_